

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (original) A merchandiser for envelope packaging, comprising:  
one or more pair of pinch barriers defining a pinch gap, said gap of a width effective in pinching a pinchable portion of one or more envelope packages proximate to a relatively rigid portion of said envelope packages; and  
wherein said pinching is to a degree effective in securing said envelope packages within said pinch gap while permitting easy pull removal of said envelope package without damage thereto.
2. (original) The apparatus of claim 1 wherein each said pair of pinch barriers comprises a pair of rods.
3. (original) The apparatus of claim 1 wherein said pinch barriers are arranged in a rack.
4. (original) The apparatus of claim 1 wherein said pinch barriers are arranged in a carousel.
5. (original) The apparatus of claim 4 wherein said carousel is adapted to rotate.
6. (original) The apparatus of claim 1 wherein said pinch barriers comprise the sidewalls of an aperture defined in a sheet of material.
7. (original) The apparatus of claim 6 wherein said sheet of material is flexible.

8. (original) A preloaded merchandiser for envelope packaging, comprising:  
one or more pair of pinch barriers defining a pinch gap, said gap of a width effective in pinching a pinchable portion of one or more envelope packages proximate to a relatively rigid portion of said envelope packages;  
wherein said pinching is to a degree effective in securing said envelope packages within said pinch gap while permitting easy pull removal of said envelope package without damage thereto; and  
wherein one or more envelope packages are so secured thereon.

9 (new). A method of merchandising envelope packaging, comprising the steps of:

providing one or more pair of pinch barriers defining a pinch gap, said gap of a width effective in pinching a pinchable portion of one or more envelope packages proximate to a relatively rigid portion of said envelope packages; and  
wherein said pinching is to a degree effective in securing said envelope packages within said pinch gap while permitting easy pull removal of said envelope package without damage thereto; and  
inserting at least one envelop package within said pinch gap.

10 (new). The method of claim 9 wherein each said pair of pinch barriers comprises a pair of rods.

11 (new). The method of claim 9 wherein said pinch barriers are arranged in a rack.

12 (new). The method of claim 9 wherein said pinch barriers are arranged in a carousel.

13 (new). The method of claim 12 wherein said carousel is adapted to rotate.

14 (new). The method of claim 9 wherein said pinch barriers comprise the sidewalls of an aperture defined in a sheet of material.

15 (new). The apparatus of claim 14 wherein said sheet of material is flexible.